

# **Health related behaviour – Smoking: stopping the start**

**PROTECTING OUR KIDS  
FROM EVER TAKING UP  
SMOKING**

**Bury**  
Council

# Smoking: stopping the start

Prime Minister to create 'smokefree generation' by ending cigarette sales to those born on or after 1 January 2009, as well as plans to tackle youth vaping.

**Professor Chris Whitty, Chief Medical Officer, said:**

*Smoking damages many lives. It causes stillbirths, asthma in children, heart disease, stroke and dementia in addition to causing most lung cancer and increasing risk of many other cancers.*

*Becoming addicted to cigarettes in early life is one of the worst things that can happen for future health. Preventing people becoming addicted to smoking and helping those who smoke to quit are two of the most important measures we can take to improve health.*

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# Proposals

- Proposed new legislation will make it an offence for anyone born on or after 1 January 2009 to be sold tobacco products.
- The government has also announced a further major crackdown on youth vaping, by announcing an intention to consult on plans to reduce the appeal and availability of vapes to children.
- The government will also continue to drive forward its agenda to support current smokers to quit for good, by:
  - More than doubling the current funding for stop smoking services.
  - Providing an additional £5 million this year and then £15 million a year thereafter to fund national tobacco marketing campaigns to explain the changes, the benefits of quitting and support available.
  - Rolling out a new national 'swap to stop' scheme.

# What this means locally

- 'What Will You Miss' GM campaign
- Plan for the further investment into our community services for smoking.
- Ensure all relevant teams such as public health, public protection, trading standards, education etc. are linked into any key changes that take place around smoking and youth vaping.
- National Swap to Stop: application submitted for Bury – look to provide vapes to our general smoking population as well as target certain cohorts where smoking prevalence is higher such as; LGBTQI+, routine and manual workers, substance misuse and social housing.
- We will show support for the proposed legislation change and complete the [Consultation](#) that links to this.

# Asks of the board

- We recommend member's and partners to be supportive of the proposals to try and reduce the harms caused by smoking and prevent ill-health, disability and death. This is a significant announcement and one which we can be united in our support for, to help turn this legislation into a reality.
- [Consultation currently active](#) – Public Health are collating a response on behalf of Bury as a system. Please send any comments to [s.turton@bury.gov.uk](mailto:s.turton@bury.gov.uk) by the **28<sup>th</sup> November** and we can incorporate comments. Also welcome to complete your own through the link in this slide.
- Promote on social media.